

FORM PTO-1390 (Modified) U.S. PATENT AND TRADEMARK OFFICE; U.S. DEPARTMENT OF COMMERCE (REV. 7-2005)		ATTORNEY'S DOCKET NUMBER  16580US
<b>TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A SUBMISSION UNDER 35 U.S.C. 371</b>		<b>U.S. APPLICATION NO. (If known, see 37 CFR 1.5)</b>  <b>To be assigned 10/567770</b>
INTERNATIONAL APPLICATION NO. PCT/NZ2004/000183	INTERNATIONAL FILING DATE 12 August 2004	PRIORITY DATE CLAIMED 12 August 2003
TITLE OF INVENTION <b>METHOD AND APPARATUS FOR MEDIA BUYING</b>		
APPLICANT(S) FOR DO/EO/US LEWIS, Stuart Charles		
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:		
<ol style="list-style-type: none"> <li>1. <input checked="" type="checkbox"/> This is a <b>FIRST</b> submission of items concerning a submission under 35 U.S.C. 371.</li> <li>2. <input type="checkbox"/> This is a <b>SECOND</b> or <b>SUBSEQUENT</b> submission of items concerning a submission under 35 U.S.C. 371.</li> <li>3. <input type="checkbox"/> This is an express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9) and (24) indicated below.</li> <li>4. <input checked="" type="checkbox"/> The US has been elected (Article 31).</li> <li>5. <input checked="" type="checkbox"/> A copy of the International Application as filed (35 U.S.C. 371 (c)(2))             <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> is attached hereto (required only if not communicated by the International Bureau).</li> <li>b. <input checked="" type="checkbox"/> has been communicated by the International Bureau.</li> <li>c. <input type="checkbox"/> is not required, as the application was filed in the United States Receiving Office (RO/US).</li> </ol> </li> <li>6. <input type="checkbox"/> An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)).             <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> is attached hereto.</li> <li>b. <input type="checkbox"/> has been previously submitted under 35 U.S.C. 154(d)(4).</li> </ol> </li> <li>7. <input checked="" type="checkbox"/> Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3))             <ol style="list-style-type: none"> <li>a. <input type="checkbox"/> are attached hereto (required only if not communicated by the International Bureau).</li> <li>b. <input type="checkbox"/> have been communicated by the International Bureau.</li> <li>c. <input type="checkbox"/> have not been made; however, the time limit for making such amendments has NOT expired.</li> <li>d. <input checked="" type="checkbox"/> have not been made and will not be made.</li> </ol> </li> <li>8. <input type="checkbox"/> An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).</li> <li>9. <input checked="" type="checkbox"/> An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)).</li> <li>10. <input type="checkbox"/> An English language translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)).</li> <li>11. <input checked="" type="checkbox"/> A copy of the International Preliminary Examination Report (PCT/IPEA/409).</li> <li>12. <input checked="" type="checkbox"/> A copy of the International Search Report (PCT/ISA/210).</li> </ol> <p><b>Items 13 to 23 below concern document(s) or information included:</b></p> <ol style="list-style-type: none"> <li>13. <input checked="" type="checkbox"/> An Information Disclosure Statement under 37 CFR 1.97 and 1.98.</li> <li>14. <input type="checkbox"/> An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.</li> <li>15. <input checked="" type="checkbox"/> A <b>FIRST</b> preliminary amendment.</li> <li>16. <input type="checkbox"/> A <b>SECOND</b> or <b>SUBSEQUENT</b> preliminary amendment.</li> <li>17. <input type="checkbox"/> A substitute specification.</li> <li>18. <input type="checkbox"/> A power of attorney and/or change of address letter.</li> <li>19. <input type="checkbox"/> A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 37 CFR 1.821 - 1.825.</li> <li>20. <input type="checkbox"/> A second copy of the published International Application under 35 U.S.C. 154(d)(4).</li> <li>21. <input type="checkbox"/> A second copy of the English language translation of the International Application under 35 U.S.C. 154(d)(4).</li> <li>22. <input checked="" type="checkbox"/> Express Mail Label No. EV 629342144 US</li> </ol>		

10/567770

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

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23. Other items or information:  Courtesy copy of parent International Patent Application Return Receipt Postcard Express Mail Certificate																																																																																																																																															
<table border="1"> <tr> <td colspan="2">The following fees have been submitted:</td> <th>CALCULATIONS</th> <th>PTO USE</th> </tr> <tr> <td colspan="2">24. <input checked="" type="checkbox"/> Basic national fee .....</td> <td>\$ 300</td> <td></td> </tr> <tr> <td colspan="2">25. <input checked="" type="checkbox"/> Examination fee (37 CFR 1.492(c)) If the written opinion prepared by ISA/US or the international preliminary examination report prepared by IPEA/US indicates all claims satisfy provisions of PCT Article</td> <td>\$ 0</td> <td>\$ 200.00</td> </tr> <tr> <td colspan="2">All other situations.....</td> <td>\$ 200</td> <td></td> </tr> <tr> <td colspan="2">26. <input checked="" type="checkbox"/> Search fee (37 CFR 1.492(b)) If the written opinion of the ISA/US or the International preliminary examination report by IPEA/US indicates all claims satisfy provisions of PCT Article 33(1)-(4). . .</td> <td>\$ 0</td> <td></td> </tr> <tr> <td colspan="2">Search fee (37 CFR 1.445(a)(2)) has been paid on the international application to the as an International Searching Authority.....</td> <td>\$ 100</td> <td>\$ 400.00</td> </tr> <tr> <td colspan="2">International Search Report prepared by an ISA other than the US and provided to the previously communicated to the US by the IB.....</td> <td>\$ 400</td> <td></td> </tr> <tr> <td colspan="2">All other situations.....</td> <td>\$ 500</td> <td></td> </tr> <tr> <td colspan="2"><b>TOTAL OF 24, 25 and 26 =</b></td> <td>\$ 900.00</td> <td></td> </tr> <tr> <td colspan="6"> <input type="checkbox"/> Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing in compliance with 37 CFR 1.821(c) or (e) or computer program listing in an electronic medium) (37 CFR 1.492(j)). The fee is \$250 for each additional 50 sheets of paper or fraction thereof.         </td> </tr> <tr> <td>Total Sheets</td> <td>Extra Sheets</td> <td>Number of each additional 50 or fraction thereof (round up to a whole)</td> <td>RATE</td> <td colspan="2"></td> </tr> <tr> <td>- 100 =</td> <td>0 /50 =</td> <td>0</td> <td>x \$250.00</td> <td>\$ 0.00</td> <td></td> </tr> <tr> <td colspan="6">Surcharge of \$130.00 for furnishing any of the search fee, examination fee, or the oath or declaration after the date of commencement of the national stage (37 CFR 1.492(h)).</td> </tr> <tr> <td>CLAIMS</td> <td>NUMBER FILED</td> <td>NUMBER EXTRA</td> <td>RATE</td> <td colspan="2"></td> </tr> <tr> <td>Total claims</td> <td>42 - 20 =</td> <td>22</td> <td>x \$50.00</td> <td>\$ 1,100.00</td> <td></td> </tr> <tr> <td>Independent claims</td> <td>2 - 3 =</td> <td>0</td> <td>x \$200.00</td> <td>\$ 0.00</td> <td></td> </tr> <tr> <td colspan="2">MULTIPLE DEPENDENT CLAIMS (if applicable)</td> <td><input checked="" type="checkbox"/></td> <td>+ \$360.00</td> <td>\$ 360.00</td> <td></td> </tr> <tr> <td colspan="4"><b>TOTAL OF ABOVE CALCULATIONS =</b></td> <td>\$ 2,360.00</td> <td></td> </tr> <tr> <td colspan="4"><input checked="" type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. Fees above are reduced by 1/2.</td> <td>\$ 1,180.00</td> <td></td> </tr> <tr> <td colspan="4"><b>SUBTOTAL =</b></td> <td>\$ 1,180.00</td> <td></td> </tr> <tr> <td colspan="4">Processing fee of \$130.00 for furnishing the English translation later than 30 months from the earliest claimed priority date (37 CFR 1.492(i)).</td> <td>\$ 0.00</td> <td></td> </tr> <tr> <td colspan="4"><b>TOTAL NATIONAL FEE =</b></td> <td>\$ 1,180.00</td> <td></td> </tr> <tr> <td colspan="4">Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40 per property +</td> <td>\$ 0.00</td> <td></td> </tr> <tr> <td colspan="4"><b>TOTAL FEES ENCLOSED =</b></td> <td>\$ 1,180.00</td> <td></td> </tr> <tr> <td colspan="4"></td> <td>Amount to be</td> <td>\$</td> </tr> <tr> <td colspan="4"></td> <td>Amount to be</td> <td>\$</td> </tr> </table>						The following fees have been submitted:		CALCULATIONS	PTO USE	24. <input checked="" type="checkbox"/> Basic national fee .....		\$ 300		25. <input checked="" type="checkbox"/> Examination fee (37 CFR 1.492(c)) If the written opinion prepared by ISA/US or the international preliminary examination report prepared by IPEA/US indicates all claims satisfy provisions of PCT Article		\$ 0	\$ 200.00	All other situations.....		\$ 200		26. <input checked="" type="checkbox"/> Search fee (37 CFR 1.492(b)) If the written opinion of the ISA/US or the International preliminary examination report by IPEA/US indicates all claims satisfy provisions of PCT Article 33(1)-(4). . .		\$ 0		Search fee (37 CFR 1.445(a)(2)) has been paid on the international application to the as an International Searching Authority.....		\$ 100	\$ 400.00	International Search Report prepared by an ISA other than the US and provided to the previously communicated to the US by the IB.....		\$ 400		All other situations.....		\$ 500		<b>TOTAL OF 24, 25 and 26 =</b>		\$ 900.00		<input type="checkbox"/> Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing in compliance with 37 CFR 1.821(c) or (e) or computer program listing in an electronic medium) (37 CFR 1.492(j)). 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a.  A check in the amount of \$ \_\_\_\_\_ to cover the above fees is enclosed.

b.  Please charge my Deposit Account No. 19-2090 in the amount of \$ \$1,180.00 to cover the above fees.  
A duplicate copy of this sheet is enclosed.

c.  The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 19-2090. A duplicate copy of this sheet is enclosed.

d.  Fees are to be charged to a credit card. **WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

**NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the International Application to pending status.**

SEND ALL CORRESPONDENCE TO:

David A. Farah, M.D.  
SHELDON & MAK PC  
225 South Lake Avenue, 9th Floor  
Pasadena, California 91101  
Tel.: (626) 796-4000  
Fax: (626) 795-6321  
E-mail: davidf@usip.com

CUSTOMER NO.: 23676

SIGNATURE

David A. Farah, M.D.

NAME

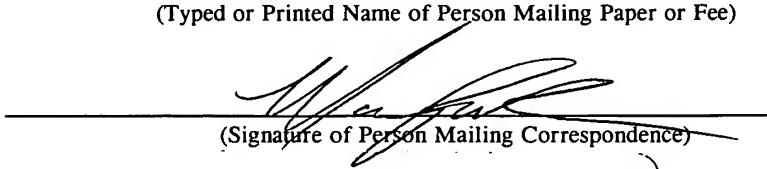
38,134

REGISTRATION NUMBER

February 10, 2006

DATE

10/56770

<b>CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)</b>			Docket No. 16580US
International Application No. PCT/NZ04/000183	International Filing Date 12 August 2004	Priority Claimed 12 August 2003	
Application Serial No. To be assigned	Filing Date February 10, 2006	Examiner To be assigned	Group Art Unit To be assigned
Applicant/Inventor(s): LEWIS, Stuart Charles			
Invention: <b>METHOD AND APPARATUS FOR MEDIA BUYING</b>			
<p>I hereby certify that the following correspondence:</p> <ul style="list-style-type: none"> <li>1) Transmittal Letter to the United States Designated/Elected Office (DO/EO/US) Concerning a Submission Under 35 U.S.C. 371 (3 pages)</li> <li>2) Preliminary Amendment (9 pages)</li> <li>3) Declaration and Power of Attorney for Patent Application executed by Inventor/Applicant Stuart Charles LEWIS (3 pages)</li> <li>4) Information Disclosure Statement (2 pages) citing eight references, four of which are U.S. patent references</li> <li>5) Copies of the four non-U.S. patent references cited on IDS: WO 02/019058, Phadnis, TVB Conference Transcript, and De Maeyer et al.</li> <li>6) Copies of International Search Report and International Preliminary Examination Report</li> <li>7) Courtesy copy of the parent International Patent Application PCT/NZ2004/000183</li> <li>8) Return Receipt Postcard</li> </ul> <p>is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 in an envelope addressed to: Mail Stop PCT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on: <u>February 10, 2006</u> (Date)</p>			
<u>Marilyn Paik</u> <small>(Typed or Printed Name of Person Mailing Paper or Fee)</small>  <small>(Signature of Person Mailing Correspondence)</small>			
<b>EV629342144US</b> <small>("Express Mail" Mailing Label No. EV 629342144 US)</small>			